

## George Brown team wins Culinary World Cup

**G**eorge Brown trains some of the best chefs and bakers in the world – and now the world agrees. That confirmation came on November 11 when the George Brown team, representing Canada, won the Junior World Championships in a heated cooking competition in Luxembourg.

The George Brown team was the only one to win gold medals in both hot and cold food competitions, beating five other junior teams at the Expogast '98 Culinary World Cup.

"It's a tribute to the expertise, talent, and commitment of the faculty and students," says Hospitality & Tourism Centre Dean Ron Thompson. "It's a remarkable achievement to represent Canada in Europe, where standards are so high, and to come back with the gold."

Led by Hospitality Professor Tom Gibson, and coached by Professors Ian Grady and Ed Wright, the six-person George Brown team was made up of recent graduates of the college's apprentice cook and baker programs.

The team spent six months of their spare time planning and practicing for the intense contest in which they prepared an exotic three-course hot meal for 60 people in just five and a half hours, and spent 36-hours straight readying cold display platters and plates.

Gibson thought the team was doing well during the hot food competition, and was overjoyed to find out that some of the international panel of judges shared his opinion.

"When we were serving the appetizers, the German judge came over to me and said

"Wunder bar!," says Gibson. "When a judge says that, you know you're doing well."

The team's success in hot food – creating a complicated menu including lobster sausage, caribou, and maple crunch torte – came without some of the help that other teams were getting from their more experienced leaders and coaches.

About 10 minutes into the food competition, an official told Gibson that leaders could help the junior teams in their work – a change in rules that all the other teams had taken advantage of.

"I just looked at him and said 'Don't need to,' says Gibson.

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George Brown's Junior Culinary World Cup team proudly shows off the trophy, medals and plaque they won in Luxembourg in November. From left are Dale Meek, Ashley Mills, Felicia Neil, Rachelle Cadwell, Ian Szabo, Matthew Kershaw, Professor and team coach Ed Wright, Professor and team leader Tom Gibson, Professor and team coach Ian Grady.

## President's Column

A number of months ago, George Brown engaged the services of Manifest Communications to examine the image of the College. Manifest was asked

to research the College's current image and propose suggestions for how that image might be improved or altered to better represent our strengths and to provide a focus for the future.

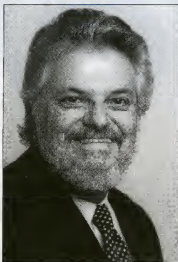
This would not just be a marketing or advertising tool, but would establish a "look," a "feeling" that could be identified as particularly that of George Brown College and all

we want to represent. It would be an image that would strike a cord with our staff and those we serve – students, employers, government and the community – and provide a unifying identity.

Manifest first examined the existing image of the College. They spoke to current GBC students, to students who had chosen to go to other Ontario colleges, to staff members and to employers of our students, to name a few. What they discovered is probably not particularly startling to those of us at the College. Manifest found that the College as a whole did not have a specific image. We are well known for certain programs we offer, we are known for our downtown location, but on the whole,

most people could not give George Brown a specific identification.

When Manifest examined our printed



material it seemed to be indicative of this lack of a common identity. Our materials lack a consistent theme and do not promote a cumulative positive effect for George Brown. On the whole, our printed material, with its many looks and inconsistent typeface, varied colours and choice of logos, is an indicator of our lack of identity.

Over the last few months, we have been

working on a plan to establish a new "look" for the College. This image is all encompassing. It is not just the logo, not just the printed material. Rather it is a complete positioning strategy that will allow George Brown to re-inforce itself as The City College and to establish itself as a credible authority to which students, employers, government and the community will look for insights and direction in the provision of education and training for the future.

Over the next few months we will be providing further information on this new positioning strategy. I hope you will find it as exciting and forceful as it is intended to be.

– FRANK SOROCHINSKY

## Russian business leaders learn new skills here

This fall, George Brown's International Centre and School of Business helped a group of young Russian entrepreneurs hone their business skills as part of a Canadian government initiative to speed Russia's movement towards democracy and a viable market economy.

And if this fall's eight-week pilot program is judged a success, it will be a model to follow for other Russian business leaders who will be coming to Canada over the next four years.

The Yeltsin Democracy Fellowship (YDF) program was established in 1992, after a visit to Canada by Russian President Boris Yeltsin. Previous YDF groups were government leaders who are now senior reformers in the Russian government.

The 12 Russian Fellows at George Brown were part of a group of 25 who came to Canada as the first private-sector group sponsored by the YDF program. The program is funded by the Canadian International Development Agency (CIDA) through the University of Saskatchewan.

The participants, Russian entrepreneurs, were carefully chosen for the contribution they can make to the future of Russian society according to Sigma VI, who organized the YDF program.

The Russian group spent their first few days in Ottawa getting a general orientation to Canada, then split into smaller groups for two weeks of specialized training. A group of 13 went to Georgian College to study finance and strategic management, while 12 came to George Brown: 11 to learn about Canadian marketing techniques, and one to learn about the construction industry.

The group had seminars at the college, visited trade shows and businesses, and heard a series of speakers including representatives of the Toronto Stock Exchange, the Canadian Imperial Bank of Commerce, Proctor and Gable, and advertising firm Ogilvy and Mather.

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*We wish you  
and your family a happy  
and healthy holiday and  
all the best for the New Year!*

# Staff credited for George Brown's latest enrolment increase

George Brown had the largest increase in post-secondary enrolment for September 1998, compared to other Ontario colleges.

Full-time post-secondary enrolment at George Brown grew eight per cent from last September to 8,797 students, according to a November 17 report by the Ontario College Application Service (OCAS).

George Brown Academic Vice-President *Maureen Callahan* says the transformation of some skills training programs into post-secondary programs is partly responsible for the increase, but credits the hard work of staff in recruiting and retaining students.

"Everyone from chairs and co-ordinators to faculty and Registrar's staff played a part in increasing enrolment," she says.

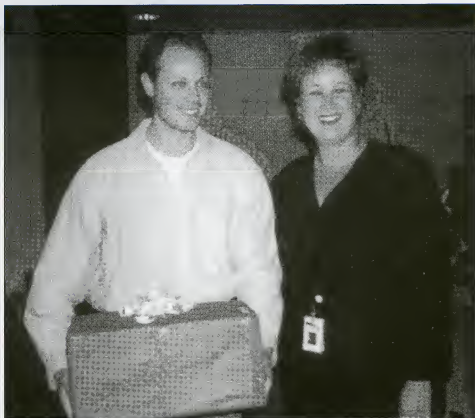
This fall, George Brown enrolled 11.4 per cent more first year students than last year, 4.3 per cent more second year students, and 0.6 per cent more third year students – which was well above provincial averages for all three years. The retention rate for first and second year students was up from last year, with many faculty helping students who were at risk of leaving college.

Enrolment at George Brown increased most dramatically in the Faculty of Community Services and Health Sciences, which had a 19 per cent increase, and Faculty of Technology, which grew 13 per cent. Enrolment in the School of Business was up 8.4 per cent, while the School of Art and Design had a 1.9 per cent increase.

Student enrolment in colleges across Ontario had a 0.3 per cent increase. At 13 out of 25 Ontario colleges, enrolment actually decreased, while enrolment grew by less than two per cent at seven others.

In the Toronto area, enrolment at Seneca and Centennial Colleges increased by less than one per cent, while it fell at Humber College by 1.7 per cent.

Post-secondary enrolment is the largest single source of revenue for the college. An enrolment-based grant from the Ontario government makes up about 40 per cent of the college's close to \$100 million operating budget, says Callahan.



**Notebook Winner:** Career and Work Counsellor student Greg Vasilkoti is presented with a Dell notebook computer by Dell Sales Manager Jane Dempsey for his winning entry in a contest to name George Brown's Learning Resource Centre home page. Vasilkoti came up with ICON, which stands for Information Centre Online Network. "I was just seeing what came up with the computer," he says. "And an icon is also something you look up to."

## George Brown News Shorts

### Marketing students win bronze in provincial contest

George Brown came third out of 14 Ontario colleges in a recent province-wide student marketing contest hosted by Durham College in Oshawa. Coached by Marketing Professor *Marianne Marando*, the seven-person team of third-year marketing students answered quiz questions, did case studies and won a business strategy game. Students *Jason Poirier*, *Sam Lee*, *Jerry Grymek* and *Diana Summers* earned a gold medal for their analysis of a direct marketing problem, while *Dave McCracken*, *Gihan Ramaniathan* and *Sean O'Conner* teamed up to win a business strategy game. The team thanks School of Business Chair *Pearl Hazen*, School of Art and Design Chair *Michael Maynard* and Marketing Professors *Elwood Charlton* and *Suzanne Kavanagh* for their support. George Brown hosts the Ontario Colleges Marketing Competition in 1999.

### Staff raise \$22,000 for United Way

Thanks to everyone who donated to this year's United Way campaign. Dollars raised are distributed by the United Way to local social service agencies. Staff donations to the United Way, this fall, increased more than 28 per cent from last year, and the number of donors increased from 89 to 111. In all, staff raised more than \$22,000 up from \$17,200 in 1997. College United Way Campaign Co-ordinator *Kathleen Abbott*, who is Assistant to President *Frank Sorochinsky*, says she was pleased by the results.

### College launches marketing campaign to recruit students

George Brown has launched an advertising campaign to let the public know about post-secondary programs starting in January 1999. The college is hoping to interest more than 1,100 people in one of 16 programs

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# George Brown team wi

## Hospitality Professor on winning Ontario team

George Brown Hospitality Professor Jean-Yves Vendeville was part of a team of professional chefs representing Ontario that came first in their category at the Culinary World Cup in Luxembourg in November.

Competing in the Private Club category, the team earned a silver medal and first place out of 48 teams from around the world at the competition, which ended on November 11.

As the pastry chef of the team, Vendeville

created several eye-catching cold food plates and platters including a haunted house complete with marzipan ghosts that attracted a lot of attention.

"I put in some of my best work there," says Vendeville.

This was Vendeville's second international competition – his first was in Paris in 1986 – but it won't be his last.

He has already been asked to compete at the Culinary Olympics in Berlin in 2000.



## The Winni

Here's the meal George Brown's cooking team made for 60 people in just five and a half hours to win a gold medal in the hot food competition in the Culinary World Cup in Luxembourg.

### Appetizer

*Pan-seared Atlantic Salmon, with lobster and fennel sausage served on a bed of root vegetables with truffle-scented baby greens, garnished with lobster essence, a beet and horseradish reduction and a tarragon-flavoured oil.*

◀ Hospitality Professor Jean-Yves Vendeville proudly displays the trophy and medals won by the Ontario chefs team he was part of at the Culinary World Cup competition in Luxembourg.

▶ George Brown's team created this exotic ice cream dessert plate as part of their winning entry in the cold food competition in the Junior Culinary World Cup competition in Luxembourg. The flower decoration and bowl, containing truffle ice cream, are made of spun sugar and the sticks are chocolate.



# ns Culinary World Cup

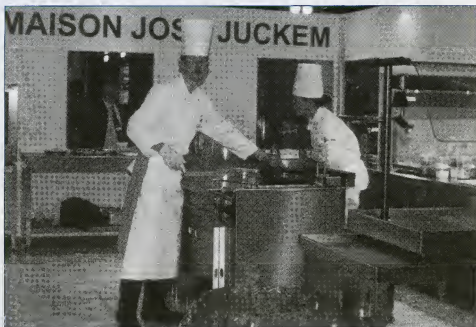
## ing Dinner

### Main Course

*Peppered loin of caribou with a caramelized pear and Oka Polenta Cake with baby Squash stuffed with a wild mushroom ragout, garnished with a blueberry and port jus and a butternut squash and ginger coulis.*

### Dessert

*Mascarpone and Maple Crunch Torte topped with chocolate bark and glazed apples, complimented with a clementine and ganache petit four.*



George Brown team members Dale Meek (left) and Felicia Neil at work in the kitchen in Luxembourg where they created gold medal-winning hot and cold entries in the Junior Culinary World Cup competition in November.

#### World Cup

Continued from pg. 1

Team member Felicia Neil, who worked as a baker at the Delawana Inn after graduating from George Brown's Culinary Management program, says the team spent a lot of time before and during the competition working on communication – something that could be appreciated as a sign of professionalism by the watchful judges.

"We talked back and forth in the kitchen loudly and clearly so the judges could hear...and every hour we'd take a break, have some water, and talk as a team."

Other team members were: *Matthew Kershaw* and *Dale Meek*, who are apprentice chefs at the Royal York Hotel in Toronto; *Ashley Mills*, who is an apprentice chef at LaCosta Restaurant in Burlington, Ontario; *Rachelle Cadwell*, who is an apprentice baker at Popa's Cakes in Orangeville, Ontario; and *Ian Szabo*, who is an apprentice chef at Casa Verde Restaurant in Ajax, Ontario.

The team was honoured with a reception at the Hospitality and Tourism Centre

on November 25, where they were congratulated by George Brown's Vice-President of Corporate Services and External Relations *Bob Struthers*, who was representing President *Frank Sorochinsky* and the Board of Governors, Academic Vice-President *Maureen Callahan*, Hospitality & Tourism Centre Dean Emeritis *Brian Cooper* and Dean *Ron Thompson*.

But even as the applause faded at the reception, the team was thinking about next year's competition in Basle, Switzerland and then the big one – the Culinary Olympics in Berlin in 2000. "Berlin is what we are working towards," says Gibson.

The Culinary Olympics attracts more junior teams and the competition promises to be intense.

"We're top of the ladder so everybody will be trying to knock us off," says Gibson.

The team raised \$50,000 to compete in Luxembourg and is planning to raise as much, or more, in each of the next two years to finance its trips overseas.

## Russian leaders Continued from pg. 2

After two weeks at the college, the George Brown group split up to go on individual work placements across the country, and to work on business plans and projects. They reunite in Saskatoon for a week-long debriefing session on December 7 before returning to Russia on December 11.

Special thanks to the George Brown teachers who worked with the group as part of their professional development. They were School of Business professors *Marianne Marando*, *John Varga*, *Bill Baszyk*, *Dave Fleming*, *Suzanne Kavanagh* and *Marie Madill-Payne*; Interdisciplinary Studies professor *Bruno Fullone*; Faculty of Technology professor *Tom Stephenson*; and part-time School of Business Professor *Fred Walker*. *Rosemary Helmer*, who is also a part-time School of Business Professor, acted as a consultant and leader on the project. School of Business Support Services Officer *Anne Sardo* was involved in co-ordinating many aspects of the YDF program.

"It was a good learning experience all around," says School of Business chair *Pearl Hazen*, who worked with International

Centre Director *Nancy Sherman* to develop the YDF proposal and to direct the program at George Brown.



George Brown President Frank Sorochinsky (left) chats with Russian business executive Vladimir Zakharov at a reception in early November for participants of the Yeltsin Fellowship Democracy Program (YDF) at the college. Zakharov, a YDF participant, is a regional sales manager for a manufacturing company with a workforce of 5,000. Zakharov's sales territory is Asia, the Middle East, and North Africa. There may be no immediate financial benefit from the YDF, Zakharov says, but he now knows for certain that to remain internationally competitive, Russian businesses must adopt North American systems and high technology.



**Kids at Work:** Grade 9 student Marika Gordon (right) tries a computer voice recognition program as her mom Rosemary Gordon of Disability Services at St. James (top) and Marika's friend Amanda Starr look on. Marika and Amanda, who attend Banting Memorial Secondary School in Alliston, were visiting the college for Take Our Kids to Work on November 4. Marika had a different vision of the college before her visit. "I imagined it was older with wood paneling and big offices." Marika's current career plan is to become an actress, while Amanda would like to be a professional athlete. Grade 9 students visiting the college for Take Our Kids to Work, which is sponsored by The Learning Partnership, were treated to lunch in the cafeteria.

## Congratulations...

George Brown Theatre School graduate *Richie Favalaro*, is currently appearing in the role of Sean in the Canadian Stage Company production of *The Norbals* by Brian Drader. The production is at the St. Lawrence Centre for the Arts until December 12.

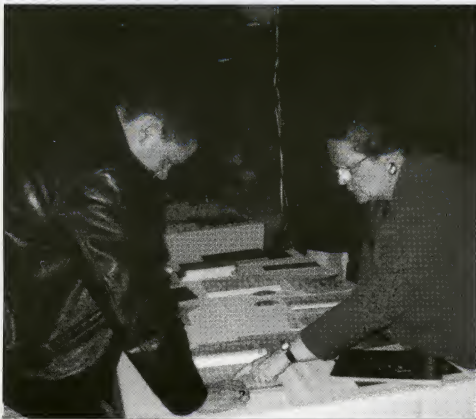
## Oops...

Community Services and Health Sciences professor *Barb Mellor* is still working at George Brown, but Early Childhood Education Worker *Jacquie Mellor* has left.

The entertainment at the Harvest Moon Dinner on October 22 was provided by the First Nations Dance and Drum Troupe, not, as reported, by the Native Throatsingers, due to a last minute cancellation.



**Aerobathon:** Led by Fitness and Lifestyle Management students, more than 80 students and staff worked up a sweat at the annual Aerobathon in late October. More than \$4,500 was raised and will be used by the program and the Athletics Department. Aerobathon organizer Ed Mark of the Athletics Department, thanks sponsors Labatts, Brooks, Nike, Humber Sports, The Old Spaghetti Factory, Elephant and Castle Restaurants, Plaza Sports Clubs of Canada, the George Brown Theatre Department, The Fitness Depot, the Student Association, Licks, Pizza Nova, Peoples Restaurant, Coca Cola and Swiss Chalet.



**College Info Day:** School of Business Professor Anne McIntyre (right) helps a potential student at the College Info Day at George Brown that took place on November 9. More than 600 people, mostly from high schools, visited the college for the two-hour event that featured booths from 16 Ontario colleges and seminars about college finances, career planning, and college life. Special thanks to Peggy Bloom, Recruitment Co-ordinator, who planned the event along with the help of Student Affairs, the Student Association, the Career Transition Centre, the Faculty of Business and Creative Arts, the Faculty of Community Services and Health Sciences, the Faculty of Technology and the Hospitality & Tourism Centre.

## George Brown College's Management Committee

invites all staff to an

## End of Semester Wine & Cheese Party

Monday, December 14  
Casa Loma Staff Lounge (C422)  
3 p.m. to 5 p.m.

or

Thursday, December 17  
St. James Lobby (200 King St. E.)  
3 p.m. to 5 p.m.

Staff are welcome to attend either event

## Shorts

Continued from pg. 3

being offered. Programs scheduled to start in January are: Computer Programmer, Microcomputer Technician, Graphic Design, Desktop Publishing, Marketing, Accounting, Nursing, Practical Nursing, Post-Diploma Nursing, Culinary Management, Hotel Management, Food Service and Bartending, Early Childhood Education, Personal Support Worker, Tool and Die Maker, Building Renovation and Court Reporting. Advertisements will appear in *The Toronto Star* and *The Toronto Sun* from November 20 to January 6, 1999. A "quick admit" information/registration session is planned for St. James Campus on January 6 and 7, 1999.

### George Brown College Foundation appoints new Director

The George Brown College Foundation has hired fundraising expert *Margo Sheppard* as its new Director. She will start in January

1999. Sheppard is currently Director of Marketing and Operations for Legacy Leaders Inc., a fundraising services company. She was previously Regional Campaign Manager and Executive Campaign Manager with Artsmarketing Services Inc., a fundraiser in the arts community, where she was responsible for providing leadership in the raising of \$6.7 million.

**Celebration of Writing:** 1998 City of Toronto Book Award winner Helen Humphreys will be reading from her work at George Brown's Celebration of Writing on Tuesday, December 15 at 7 p.m. in the main floor auditorium (Room 128) of St. James Campus at 200 King St. E. Humphreys taught continuing education writing courses at George Brown for many years. This event is free and open to the public. For info, call (416) 415-2092.



## City College Happenings

**Dec. 8** Concert by *La Jeunesse Northumberland Girls' Choir* and *The Pine Ridge Brass*, Hospitality & Tourism Centre, 300 Adelaide St. E., 2 p.m. Free and open to the public. This event is part of the Sights and Sounds of the City Series sponsored by the Office of the Vice-President Academic and the Student Association.

**Dec. 8 to 11** Blowout Sale at *College Creations*, Casa Loma, Room C432. Hours: Tuesday, 11 a.m. to 1 p.m., Wednesday and Thursday, 10 a.m. to noon, Friday, 10 a.m. to 2 p.m. College Creations is a store operated by second-year Fashion Management students featuring affordable clothing for men and women, accessories, jewellery, fabric, and gifts such as candles and picture frames.

**Dec. 9** Nursing Open House, St. James Campus Lobby, 200 King St. E., 6 p.m. to 7 p.m. Staff and students will be on hand to talk with prospective students about George Brown's Nursing and Practical Nursing programs and give tours. For info, call (416) 415-2367. Interested staff welcome.

**Dec. 9** Court Reporting Open House, Bell Centre, 4th Floor, 160 Kendal Ave., Casa Loma Campus, 6:30 p.m. to 8:30 p.m. Information about George Brown distance education program and demonstrations of court reporting equipment. Interested staff welcome.

**Dec. 10** College Council meeting, Room 310, Hospitality & Tourism Centre, 300 Adelaide St. E., 8:45 a.m.

**Dec. 12** George Brown Theatre presents *Alice* by Clive Endersby, Hart House Theatre (7 Hart House Circle, University of Toronto). Performances at 1 p.m. and 3 p.m. Based on *Alice in Wonderland* by Lewis Carroll, and directed by James Simon, with choreography by Robert McCollum. Tickets are \$7 (\$5 for George Brown Staff and students). Reservations call: (416) 978-8668.

**Dec. 12** Annual Children's Winter Celebration, Casa Loma Campus, 10 a.m. to 2 p.m. Food, fun, activities, and a gift for each child. Children's tickets (\$10), and accompanying adult tickets (\$6) are on sale at Campus Manager's Offices and Hercilia Medeiros in the Hospitality & Tourism Centre, and Denise Pontone in the Registrar's Office at 500 MacPherson Ave. Staff volunteers are needed on December 11 and 12 to help set up and run the events. If interested, call voice mail ext. 2476 or ext. 2569.

**Dec. 15** Creative Writing Celebration Night, Room 128, St. James Campus, 200 King St. E. Featuring a reading by former George Brown continuing education teacher Helen Humphreys (winner of the 1998 City of Toronto Book Award). For information, call (416) 415-2092.

**Dec. 25** Christmas Dinner at the Hospitality & Tourism Centre for homeless/underhoused individuals and families. Volunteers needed to help make and serve the midday meal, starting at 10 a.m. Call Hospitality & Tourism Centre Chair Stephen Burr at ext. 2231.

**Jan. 13** Lecture: *Chinese Opera: Images and Stories* by George Brown Professor Peter Loverick. St. James Student Centre, 200 King St. E., 10 a.m. Part of the George Brown College Lecture Series sponsored by the Office of the Vice-President Academic and the Student Association.

We welcome success stories about you or your colleagues. Deadline for submissions for the January 1999 issue is December 22.

**City College News** is published monthly for the George Brown College community by the Communications and Marketing Department.

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**GEORGE BROWN**  
THE CITY COLLEGE